

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM601814

<b>SUBMISSION TYPE:</b>	RESUBMISSION		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>RESUBMIT DOCUMENT ID:</b>	900560013		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Steve Harvey		07/19/2020	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Steve Harvey Global IP Co., LLC		
<b>Street Address:</b>	10061 Riverside Drive, #759		
<b>City:</b>	Toluca Lake		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	91602		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 5</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4715188	SH YOUNG KINGS BY STEVE HARVEY	
<b>Registration Number:</b>	3047679	STEVE HARVEY	
<b>Registration Number:</b>	3115691	STEVE HARVEY	
<b>Registration Number:</b>	4726560	STEVE HARVEY CELEBRITY EDITION SH	
<b>Registration Number:</b>	4155779	THE STEVE HARVEY SHOW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7044441111		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	7044441115		
<b>Email:</b>	elaine.hunt@alston.com		
<b>Correspondent Name:</b>	Lauren R. Timmons		
<b>Address Line 1:</b>	Alston & Bird LLP		
<b>Address Line 2:</b>	101 South Tryon Street, Suite 4000		
<b>Address Line 4:</b>	Charlotte, NORTH CAROLINA 28280-4000		
<b>NAME OF SUBMITTER:</b>	Elaine B. Hunt		
<b>SIGNATURE:</b>	/Elaine B. Hunt/		
<b>DATE SIGNED:</b>	10/08/2020		

**Total Attachments: 2**

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**TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT (the "Trademark Assignment"), effective as of the date of last signature below (the "Effective Date"), is made by and between Steve Harvey, an individual ("Assignor") and Steve Harvey Global IP Co., LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of all right, title and interest in and to the trademarks shown on Schedule A hereto and the goodwill associated therewith (collectively, the "Marks"), and Assignor now desires to assign, transfer and convey all of his right, title and interest in and to the Marks; and

WHEREAS, Assignee desires to acquire from Assignor all right, title and interest in and to the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties acknowledge, Assignor does hereby assign, transfer and convey to Assignee all right, title and interest in and to the Marks, including all common law rights in the Marks, together with the goodwill of the business symbolized by the Marks, and all rights of action accrued and to accrue under and by virtue hereof, including the right to sue and recover for past infringement of the Marks.

This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. Further, this assignment may be executed by electronic transmission (e.g. a .pdf file containing an electronic signature), and such signature shall have the same force and effect as an original signature.

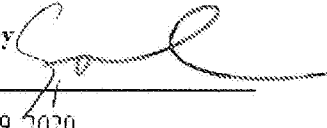
IN WITNESS WHEREOF, Assignor and Assignee have caused this instrument to be signed as of the date indicated below.

**Assignor**

Steve Harvey

Signature: \_\_\_\_\_

Date: July 19, 2020



**Assignee**

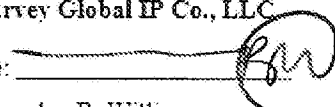
Steve Harvey Global IP Co., LLC

Signature: \_\_\_\_\_

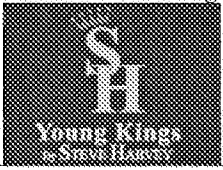

Name: Brandon R. Williams

Title: COO/CLO

Date: July 20, 2020



Schedule A

Mark	Reg. No.	Goods/Services
<b>SH YOUNG KINGS BY STEVE HARVEY &amp; Design</b> 	4,715,188	25 - Clothing, namely, shirts, pants, hats, jackets, coats, socks, undergarments, neckties, shoes, belts and suspenders
<b>STEVE HARVEY</b>	3,047,679	41 - Entertainment services, namely, personal appearances and live, televised and movie appearances by professional comedic entertainer
<b>STEVE HARVEY (Signature)</b> 	3,115,691	41 - Entertainment services, namely, personal appearances and live, televised and movie appearances by professional comedic entertainer
<b>STEVE HARVEY CELEBRITY EDITION SH &amp; Design</b> 	4,726,560	25 - Clothing, namely, shirts, pants, hats, jackets, coats, socks, undergarments, neckties, shoes, belts and suspenders
<b>THE STEVE HARVEY SHOW</b>	4,155,779	41 - Entertainment services in the nature of an on-going television talk show